FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

## Summary Information

**Permit No:** F00039926 **Type of Permit:** FILMING **Release Date:** 05/06/2011

**Production Company** THE ARMORY

**Insured Company Name** THE ARMORY
Contact Phone No. 1 949-273-1951
Contact Phone No. 2
Fax
Address 24532 DEL PRADO
DANA POINT, California 92629

**Production Title** DODGE PERSPECTIVES

**Type of Production** Commercial - Internet

**Producer** JASON MARKHEM

**Director** DAVID JELLISON

**1st AD** NONE NONE

**Production Manager** JERMEY KIENTZ

**FilmL.A. Coordinator** Hans Groszkruger

**Location Manager** John West
Primary Phone Mobile - 818-974-7950
Secondary Phone Office - 949-273-1951

**Location Assistant** N/A N/A
Primary Phone Mobile - 818-480-0680
Secondary Phone

### Fees

| | |
|---|---|
| Notification Charge | $465.00 |
| FILMLA FILM APPLICATION FEE | $625.00 |
| LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE | $85.00 |

**Total Permit Fee** $1,175.00

**Number of Locations** 6

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## Summary Information — Location



**Permit Number** F00039926
**Production Company** THE ARMORY
**Insured Company** THE ARMORY
**Production Title** DODGE PERSPECTIVES

**Location Manager** John West
Primary Phone Mobile - 818-974-7950
Secondary Phone Office - 949-273-1951

**Location Address** 249 Lincoln Blvd, Los Angeles, CA, 90291

**Location Type** Restaurant

**Film Dates** 5/7/2011 - 5/7/2011 19:00 - 00:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

**Please see attached documents**
doc20110506111637.pdf
Venice Area January 2010.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| Cube Trucks | 1 |
| Motor Homes | 1 |
| Picture vehicles | 2 |
| Trailers | 1 |
| Vans | 2 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 2 |
| Crew | 17 |
| Off-Duty/Retired LAPD Officer(s) | 2 |
| Spot Check | 1 |

**Filming Activities** Camera in car; Camera on sticks; Car-to-Car; Drive by; Drive ups & away; Driving shots; Driving shots with the flow of traffic; Equipment on sidewalk & street; Handheld equipment; Interior and exterior dialogue; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs);

**Jurisdiction** **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 671 **Grid:** H4

**Approvals** LOS ANGELES POLICE DEPARTMENT Mark Buck

**Coordinator Note** MAY NOT BLOCK EXITS AT LOCATION

**Parking**
**Base Camp**
Location Type : Filming Location

**Crew Parking**
Location Type : Filming Location

**Posting "No Parking" signs** W/S Lincoln Blvd, 100 Feet North and 100 feet South of 249 Lincoln Blvd******canceled, too late to submit*****

**Approximate Footage** County Parking **Log Number**

**Date(s)** 5/7/2011 to 5/7/2011 **Time(s)** 16:00 to 22:00

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## Summary Information — Location



**Permit Number** F00039926
**Production Company** THE ARMORY
**Insured Company** THE ARMORY
**Production Title** DODGE PERSPECTIVES

**Location Manager** John West
Primary Phone Mobile - 818-974-7950
Secondary Phone Office - 949-273-1951

**Location Address** 11609 W Pico Blvd, Los Angeles, CA, 90064

**Location Type** Retail Business

**Film Dates** 5/10/2011 - 5/10/2011 07:00 - 22:00 1 day

**Open or Closed to the Public** Closed

**Generic Conditions**
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 2 |
| Camera cars | 1 |
| Cube Trucks | 1 |
| Motor Homes | 1 |
| Picture vehicles | 2 |
| Vans | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 2 |
| Crew | 17 |
| Off-Duty/Retired LAPD Officer(s) | 2 |
| Spot Check | 1 |

**Filming Activities** Drive by; Drive ups & away; Driving shots; Driving shots with the flow of traffic; Handheld equipment; Interior and exterior dialogue; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs);

**Jurisdiction** **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 632 **Grid:** B7

**Approvals** LOS ANGELES POLICE DEPARTMENT Mark Buck

**Parking**

**Base Camp**
Location Type : Filming Location

**Crew Parking**
Location Type : Filming Location

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## Summary Information — Location



**Permit Number** F00039926
**Production Company** THE ARMORY
**Insured Company** THE ARMORY
**Production Title** DODGE PERSPECTIVES

**Location Manager** John West
Primary Phone Mobile - 818-974-7950
Secondary Phone Office - 949-273-1951

**Location Address** 11609 Santa Monica Blvd, Los Angeles, CA, 90025

**Location Type** Business

**Film Dates** 5/10/2011 - 5/10/2011 07:00 - 22:00 1 day

**Open or Closed to the Public** Closed

**Generic Conditions**
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 1 |
| Camera cars | 1 |
| Motor Homes | 1 |
| Picture vehicles | 2 |
| Vans | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 2 |
| Crew | 17 |
| Off-Duty/Retired LAPD Officer(s) | 2 |
| Spot Check | 1 |

**Filming Activities** Camera in car; Camera on sticks; Car-to-Car; Drive by; Drive ups & away; Driving shots; Driving shots with the flow of traffic; Equipment on sidewalk only.; Handheld equipment; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs);

**Jurisdiction** **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 632 **Grid:** B4

**Approvals** LOS ANGELES POLICE DEPARTMENT Mark Buck

**Parking**
**Base Camp**
Location Type : Filming Location
**Crew Parking**
Location Type : Filming Location

**Posting "No Parking" signs** N/S Santa Monica Blvd, 300 feet in front of location 11609 Santa Monica Blvd******CANCELED, TOO LATE TO SUBMIT*******

**Approximate Footage** County Parking **Log Number**

**Date(s)** 5/10/2011 to 5/10/2011 **Time(s)** 07:00 to 22:00

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## Summary Information — Location



**Permit Number** F00039926
**Production Company** THE ARMORY
**Insured Company** THE ARMORY
**Production Title** DODGE PERSPECTIVES

**Location Manager** John West
Primary Phone Mobile - 818-974-7950
Secondary Phone Office - 949-273-1951

**Location Address** 3100 Canyon Lake Dr, Los Angeles, CA, 90068

**Location Type** Sidewalk

**Film Dates** 5/7/2011 - 5/7/2011 16:00 - 20:00 1 day

**Open or Closed to the Public** Closed

**Generic Conditions**
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 2 |
| Picture vehicles | 2 |
| Vans | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 2 |
| Crew | 17 |
| Off-Duty/Retired LAPD Officer(s) | 2 |
| Spot Check | 1 |

**Filming Activities** Camera in car; Camera on sticks; Car-to-Car; Drive by; Drive ups & away; Driving shots; Driving shots with the flow of traffic; Equipment on sidewalk, in curb lane & across street; Handheld equipment; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs);

**Jurisdiction** **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 593 **Grid:** f1

**Approvals** LOS ANGELES POLICE DEPARTMENT Suzan Nelson

**Coordinator Note** ***no generator***

**Parking**
**Base Camp**
Location Type : Filming Location

**Crew Parking**
Location Type : Filming Location

**Posting "No Parking" signs** S/S Canyon Lake Dr, 150 feet East & 150 feet West of turn out *****CANCELED, DEADLINE PASSED*******

**Approximate Footage** County Parking **Log Number**

**Date(s)** 5/7/2011 to 5/7/2011 **Time(s)** 13:00 to 22:00

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## Summary Information — Location



**Permit Number** F00039926
**Production Company** THE ARMORY
**Insured Company** THE ARMORY
**Production Title** DODGE PERSPECTIVES

**Location Manager** John West
Primary Phone Mobile - 818-974-7950
Secondary Phone Office - 949-273-1951

**Location Address** Mulholland Dr, Laurel Canyon BL/Crescent Heights BL, Santa Monica BL, Cahuenga BL, Franklin Av, Western Av Inclusive (excluding State roads & City of West Hollywood), Los Angeles, CA, 90028

**Location Type** Driving grid

**Film Dates** 5/6/2011 - 5/6/2011 13:00 - 22:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

**Equipment on Location**

| Type | Quantity |
|---|---|
| Camera cars | 1 |
| Picture vehicles | 1 |
| Vans | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Crew | 14 |
| Off-Duty/Retired LAPD Officer(s) | 4 |

**Filming Activities** Car-to-Car; Driving shots; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); Picture car , camera car with ultimate arm; 4 Police officers used when filming with Ultimate Arm;

**Jurisdiction** **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 593 **Grid:**

**Approvals** LOS ANGELES POLICE DEPARTMENT Mark Buck

**Parking**

**Base Camp**
Location Type : Filming Location

**Crew Parking**
Location Type : Filming Location

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## Summary Information — Location



**Permit Number** F00039926
**Production Company** THE ARMORY
**Insured Company** THE ARMORY
**Production Title** DODGE PERSPECTIVES

**Location Manager** John West
Primary Phone Mobile - 818-974-7950
Secondary Phone Office - 949-273-1951

**Location Address** Mulholland Dr, Laurel Canyon BL/Crescent Heights BL, Santa Monica BL, Cahuenga BL, Franklin Av, Western Av Inclusive (excluding State roads & City of West Hollywood), Los Angeles, CA, 90028

**Location Type** Driving grid

**Film Dates** 5/7/2011 - 5/7/2011 07:00 - 22:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

**Equipment on Location**

| Type | Quantity |
|---|---|
| Camera cars | 1 |
| Picture vehicles | 1 |
| Vans | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Crew | 14 |
| Off-Duty/Retired LAPD Officer(s) | 4 |

**Filming Activities** Car-to-Car; Driving shots; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); Picture car , camera car with ultimate arm; 4 Police officers used when filming with Ultimate Arm;

**Jurisdiction** **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 593 **Grid:**

**Approvals** LOS ANGELES POLICE DEPARTMENT Mark Buck

**Parking**

**Base Camp**
Location Type : Filming Location

**Crew Parking**
Location Type : Filming Location

NOT A PERMIT

## Appointment of Pacific Production Services
## As Authorized Agent and Representative

I certify that I am a representative of THE ARMORY ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below:

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 5/1/2011

X [signature]

Representative's Signature

JON WEST

Representative's Name (Please Print)

LM

Representative's Title (Please Print)

THE ARMORY

Name of Principal (i.e. company name)

(Please Prii 24532 Del PRADO

Dana Point, CA

92629

Principal's Mailing Address (Please Print)

310-314-3500

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President

Please Sign & Fax Back

**SPECIAL FILMING CONDITIONS**
**VENICE AREA**

*The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.*

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT